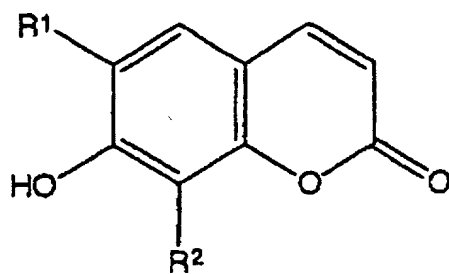


What is claimed is:

1. A color fading/discoloration preventive agent containing, as its active ingredient, an effective amount of a coumarin analog represented by formula (1) below, a glycoside of that analog, or a plant extract containing the coumarin analog or its glycoside:



(1)

wherein R^1 represents a hydrogen atom, a hydroxyl group or a methoxy group, R^2 represents a hydrogen atom or a hydroxyl group, and R^1 and R^2 are not both hydrogen atoms.

2. The color fading/discoloration preventive agent according to claim 1, wherein the coumarin analog is a compound selected from esculetin, flaxetin and daphnetin.

3. The color fading/discoloration preventive agent according to claim 1, wherein the plant extract containing a coumarin analog or its glycoside is an extract from an olive plant.

4. The color fading/discoloration preventive agent according to claim 1, wherein the plant extract containing a coumarin analog or its glycoside is an extract from the bark or leaf of a Japanese horse chestnut tree.

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5. The color fading/discoloration preventive agent according to claim 1, wherein the plant extract containing a coumarin analog or its glycoside is an extract of a beefsteak plant.

10 6. A color fading/discoloration preventive agent containing, as its active ingredient, an effective amount of a coumarin analog mixture obtained from the rind of citrus fruit.

15 7. The color fading/discoloration preventive agent according to claim 6, wherein the coumarin analog mixture is obtained from citrus cold press oil derived from the rind of citrus fruit.

20 8. The color fading/discoloration preventive agent according to claim 7, wherein the coumarin analog mixture is a coumarin analog mixture obtained from the high boiling point component of citrus cold press oil.

25 9. The color fading/discoloration preventive agent according to claim 7, wherein the coumarin analog mixture is obtained from the fraction eluted with a solvent after carrying the high boiling

point component of citrus cold press oil onto a carrier, and contains at least 50 wt% of the coumarin analog mixture.

10. The color fading/discoloration preventive agent according to claim 8, wherein the coumarin analog mixture is obtained from the fraction eluted with a solvent after carrying the high boiling point component of citrus cold press oil onto a carrier, and contains at least 50 wt% of the coumarin analog mixture.

10 11. The color fading/discoloration preventive agent according to claim 8 that contains at least 50 wt% of a coumarin analog mixture comprising carrying the residue following distillation treatment of citrus cold press oil onto a carrier in a column, and concentrating the fraction that is eluted from the column with a solvent.

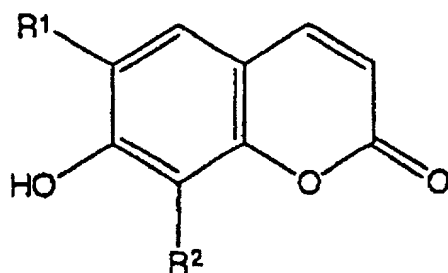
12. The color fading/discoloration preventive agent according to claim 9 that contains at least 50 wt% of a coumarin analog mixture comprising carrying the residue following distillation treatment of citrus cold press oil onto a carrier in a column, and concentrating the fraction that is eluted from the column with a solvent.

13. The color fading/discoloration preventive agent according to claim 10 that contains at least 50 wt% of a coumarin analog

mixture comprising carrying the residue following distillation treatment of citrus cold press oil onto a carrier in a column, and concentrating the fraction that is eluted from the column with a solvent.

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14. A method of preventing color fading/discoloration of a composition containing an oil-soluble pigment comprising adding to said composition a color fading/discoloration preventive agent containing, as its active ingredient, an effective amount of a coumarin analog represented by formula (1) below, a glycoside of that analog, or a plant extract containing the coumarin analog or its glycoside:



(1)

15 wherein R^1 represents a hydrogen atom, a hydroxyl group or a methoxy group, R^2 represents a hydrogen atom or a hydroxyl group, and R^1 and R^2 are not both hydrogen atoms.

15. The method according to claim 14, wherein the coumarin analog is a compound selected from esculetin, flaxetin and

daphnetin.

16. The method according to claim 14, wherein the plant extract containing a coumarin analog or its glycoside is an extract from an olive plant.

17. The method according to claim 14, wherein the plant extract containing a coumarin analog or its glycoside is an extract from the bark or leaf of a Japanese horse chestnut tree.

18. The method according to claim 14, wherein the plant extract containing a coumarin analog or its glycoside is an extract of a beefsteak plant.

19. A method of preventing color fading/discoloration of a composition containing an oil-soluble pigment comprising adding to said composition a color fading/discoloration preventive agent containing as its active ingredient, an effective amount of a coumarin analog mixture obtained from the rind of citrus fruit.

20. The method according to claim 19, wherein the coumarin analog mixture is obtained from citrus cold press oil derived from the rind of citrus fruit.

21. The method according to claim 20, wherein the coumarin

analog mixture is a coumarin analog mixture obtained from the high boiling point component of citrus cold press oil.

22. The method according to claim 20, wherein the coumarin analog mixture is obtained from the fraction eluted with a solvent after carrying the high boiling point component of citrus cold press oil onto a carrier, and contains at least 50 wt% of the coumarin analog mixture.

23. The method according to claim 21, wherein the coumarin analog mixture is obtained from the fraction eluted with a solvent after carrying the high boiling point component of citrus cold press oil onto a carrier, and contains at least 50 wt% of the coumarin analog mixture.

24. The method according to claim 21 that contains at least 50 wt% of a coumarin analog mixture comprising carrying the residue following distillation treatment of citrus cold press oil onto a carrier in a column, and concentrating the fraction that is eluted from the column with a solvent.

25. The method according to claim 22 that contains at least 50 wt% of a coumarin analog mixture comprising carrying the residue following distillation treatment of citrus cold press oil onto a carrier in a column, and concentrating the fraction that is

eluted from the column with a solvent.

26. The method according to claim 23 that contains at least 50
wt% of a coumarin analog mixture comprising carrying the residue
5 following distillation treatment of citrus cold press oil onto a
carrier in a column, and concentrating the fraction that is
eluted from the column with a solvent.

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